



Oct-Dec 2013

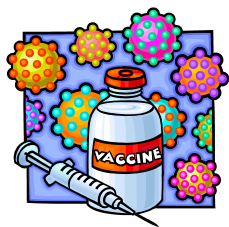
Sierra County Health Coordinating Committee

RETAIL ENVIRONMENT CAMPAIGN

The first phase of this campaign is taking place from July 2013 to June 2014 and entails data collection in tobacco retail establishments, educating the community about the retail environment, conducting a community needs assessment to identify local priorities, upcoming regional press events, key informant interviews, and a public intercept survey. Downieville Club Live and Friday Night Live along with Loyalton Club Live and Friday Night Live have conducted the data collection activity in Sierra County tobacco retail establishments. Local priorities were identified during a community needs assessment conducted by a tobacco sub-committee of the Sierra County Health Coordinating Committee. The results of the data collection activities will be imparted during a regional press event that will take place in the upcoming months. Thanks to those who have participated in the above mentioned activities. Your time and energy is greatly appreciated.

VACCINATING SIERRA COUNTY

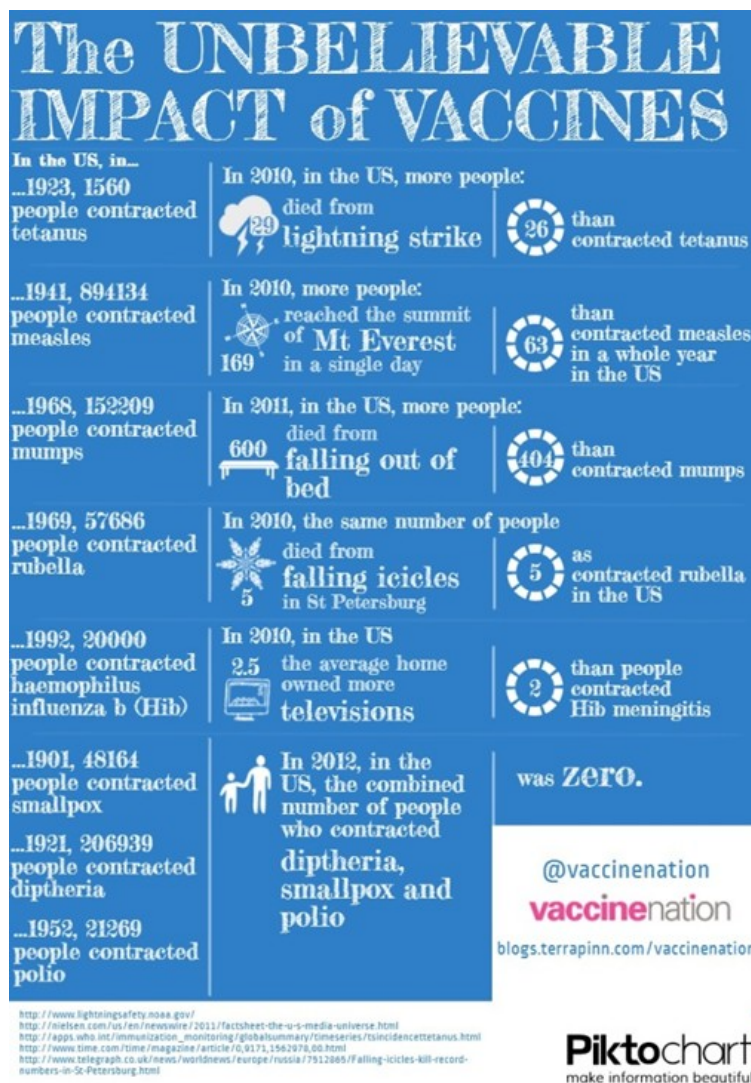
Shanna Anseth, Public Health Nurse for Sierra County,



reports 660 flu vaccinations have been administered by the Health Department in Sierra County in the form of shots and/or nasal mist so far this season. This has been accomplished through two mass vaccination

drills (known as Flu Shot Drive-Thrus) in October and Community Outreach Clinics in Calpine, Sierra-ville, Loyalton, Downieville, Alleghany, Pike and Sierra City.

LeTina Vanetti would like to extend a big THANK YOU to Eliza Jaquez for her interpretative skills and local nurses Jacie Epperson, Robin Jaquez, Shanna Anseth and Penny Holland who administered vaccine and nasal mist during the annual Flu Shot Drive-Thru Events.



Above info-graphic is from the following link:

<http://bit.ly/19vJlue>



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FLU INFORMATION

Seasonal flu is responsible for severe illness and death every year, but who is most affected each season can vary depending on the predominant circulating virus. So far this season, H1N1 viruses have been most common. Center for Disease Control has already received several reports of severe flu illness among young and middle-aged adults, many of whom were infected with the H1N1 virus. Some hospitalizations and deaths have been reported. People at high risk for serious flu complications include: people with underlying chronic medical conditions such as asthma, diabetes, heart disease, or neurological conditions; pregnant women; those younger than 5 years or older than 65 years of age; or anyone with a weakened immune system. People who are at high risk for influenza complications should see their health care provider promptly if they get flu symptoms. Flu symptoms include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills and fatigue. Vaccination is especially important for people in the most vulnerable groups. We encourage everyone 6 months of age and older who have not yet received an influenza vaccine this season to be vaccinated against influenza. There are several flu vaccine options for the 2013-2014 flu season and all available vaccine formulations this season contain a H1N1 component. Call the Health Department at 530-993-6700 to schedule an appointment for your flu vaccination.



Meeting Dates 2014:

- ♦♦ January 27th Downieville
- ♦♦ March 24th Loyalton
- ♦♦ May 26th West Side TBD
- ♦♦ July 28th East Side TBD
- ♦♦ Sept 29th West Side TBD
- ♦♦ Nov 10th East Side TBD

RESPONSIBLE ALCOHOL MERCHANT AWARDS



The Responsible Alcohol Merchant Awards (RAMA) activity that Downieville Club Live and Friday Night Live are undertaking is well underway. The youth have learned about the laws and best practices regarding the sale of alcohol in the retail environment. They will soon be conducting surveys in Downieville and Sierra City to see how well these merchants are meeting the requirements of the laws and best practices concerning the sale of alcohol.



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E-CIGARETTES AND E-HOOKAHS

E-Cigarette and E-Hookah use is on the rise nationwide with use now being seen by our local youth. The tobacco industry is marketing E-Cigarettes and E-Hookah as being a safe alternative to cigarette use, both for smokers and those around them.

Currently, the Food and Drug Administration does not regulate these vapor delivery devices, and this creates a lack of standardization in the industry. Consumers do not have reliable information on product quality in the following areas:

- Poor quality control with no manufacturing standards
- Technical flaws such as leaking cartridges
- Variable nicotine delivery that can result in inconsistent doses

The lack of standardization in the industry can result in unsubstantiated health claims and erroneous nicotine content labeling.

Research is underway to identify the chemicals in exhaled vapor, but some reported chemicals include nicotine, propylene glycol, diethylene glycol, formaldehyde and metals. Propylene glycol serves as a principal component of fiberglass, antifreeze, engine coolants, and deicers. Diethylene glycol was found in a one percent concentration by the Food and Drug Administration in electronic cigarette cartridges.¹

Concern stems from our youth using these products thinking they are “safe” and just ingesting herbal or flavored water vapor. The tobacco companies are targeting our youth with e-cigarette and e-hookah designs, and have flavors such as cotton candy, root beer, and bubble gum.

Youth and parents benefit from learning more about these new products to make better educated choices.

¹U.S. Food and Drug Administration News and Events/Public Health Focus Summary of Results: Laboratory Analysis of Electronic Cigarettes Conducted By FDA July 22, 2009

For more information visit:

Mayo Clinic

<http://newsnetwork.mayoclinic.org/discussion/mayo-clinic-experts-what-should-you-know-about-e-cigarettes>

Center for Disease Control (CDC):

http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/hookahs/

E-Hookah



SIERRA NEVADA CHILDREN'S SERVICES

Sierra Nevada Children's Services has hired Jessica Norman as their Community Outreach Coordinator. Jessica's job encompasses Resource and Referrals. She can answer questions about Child Care Referrals, the Public Lending Library, and how to become a Licensed Day Care Provider. Feel free to contact Jessica at her Truckee Office: 530-587-5960 or the Loyalton Office: 530-993-1288. You can also email her at jessican@snscs.org.